

Summary of the Retail Census of 1935¹

WITH the completion of the 1935 census, comprehensive data on retail sales are now available for 3 of the past 7 years. Thus, it is possible to determine not only the extent of the decline from 1929 to the approximate low point of the depression, but also to measure the recovery since 1933 in the aggregate and by different kinds of business. The two preceding census compilations provided a wealth of marketing information which, among other things, has afforded the basis for the development of more adequate current indexes of retail sales. Our knowledge of consumer purchasing has thereby been enhanced, and the present census affords another bench mark for testing the representative nature of the current series; it will also further research which will provide new material along

these lines as well as essential data for all types of marketing research.

In this article, the summary figures from the preliminary census report have been assembled in a form which permits a quick comparison of the totals. These data are presented by States and by kinds of business. The accompanying map reveals the comparative increases, by States, from 1933 to 1935 as well as the decline in both of these years from the 1929 results.

Total Sales in 1935 31 Percent Above 1933.

Total retail sales of \$32,790,267,000 already reported in 1935 were 31 percent in excess of the total reported in 1933. The largest relative geographical gains were in the Mountain and Pacific States, these two divisions

Table 1.—Summary of Retail Trade, by States, 1933-35

State	Number of stores		Net sales				Per-capita sales (dollars)		Active proprietors and firm members		Employees (full and part time), average for the year		Total pay roll (thousands of dollars)	
			Thousands of dollars		1929=100									
	1933	1935	1933	1935	1933	1935	1933	1935	1933	1935	1933	1935	1933	1935
United States ¹	1,524,119	1,649,091	24,057,235	32,790,267	61.0	64.9	199	267	11,674,341	1,518,694	3,432,849	3,399,037	3,910,445	5,568,308
Alabama	20,049	22,088	240,384	338,127	47.4	63.6	90	118	21,202	20,716	38,848	42,288	23,769	30,140
Arizona	4,740	5,160	78,240	110,648	38.4	58.7	184	257	5,030	4,888	8,814	12,704	5,454	11,979
Arkansas	16,918	18,270	160,095	229,676	43.4	58.1	82	120	17,605	18,151	23,017	27,003	14,599	18,864
California	89,654	100,011	1,692,870	2,312,183	62.7	72.0	289	396	84,310	95,052	224,673	260,793	214,164	271,384
Colorado ¹	12,700	14,260	253,014	360,407	49.9	63.3	321	378	14,269	13,228	65,459	53,176	27,174	28,615
Connecticut	22,047	24,377	490,536	645,830	56.8	72.4	266	324	20,610	20,303	55,032	63,889	53,486	64,403
Delaware	1,428	1,492	67,019	78,175	55.8	70.7	222	265	3,200	3,376	7,603	8,804	4,331	7,789
District of Columbia	6,158	6,427	241,536	327,200	71.8	97.3	445	541	5,514	4,806	32,006	41,037	23,563	28,591
Florida	21,097	24,232	288,804	421,249	57.2	83.5	785	941	22,368	21,671	42,037	54,789	30,518	45,694
Georgia	26,681	31,310	362,018	494,087	55.4	78.3	118	160	28,179	38,922	54,436	60,878	38,798	46,353
Idaho	5,129	5,853	87,906	139,585	51.7	62.5	188	291	5,526	5,347	9,849	13,076	7,040	12,678
Illinois ¹	48,870	57,404	1,728,880	2,077,222	46.6	64.9	223	306	99,827	99,139	262,845	289,197	221,523	290,883
Indiana	41,599	43,718	990,064	1,193,696	46.5	62.2	264	354	45,030	37,028	150,022	148,761	141,197	153,751
Iowa	31,265	32,423	599,972	774,303	40.8	63.2	160	226	44,006	39,890	85,507	87,110	65,516	66,708
Kansas	34,043	38,032	470,025	648,211	40.3	64.4	191	266	37,222	39,034	86,144	72,703	47,020	55,800
Kentucky	20,779	27,348	329,178	446,893	44.2	59.6	175	237	26,082	30,381	46,306	62,232	33,813	50,547
Louisiana	28,072	30,244	304,005	389,723	51.9	64.8	110	136	27,648	28,167	42,350	49,374	30,230	36,321
Maine	22,220	23,147	284,123	341,854	55.4	71.7	125	161	22,028	21,535	43,261	49,737	30,511	36,869
Maryland	11,429	12,084	184,388	231,048	50.9	75.1	222	273	12,104	11,856	22,147	24,651	12,715	21,518
Massachusetts	23,467	25,035	384,384	449,283	52.0	73.5	224	265	24,652	21,185	55,802	58,118	40,707	61,934
Michigan	22,430	25,490	1,195,161	1,487,485	58.3	72.4	277	340	47,328	45,433	100,385	104,309	100,294	109,864
Minnesota	47,131	51,877	818,137	1,264,600	42.8	62.1	201	293	60,676	65,146	182,765	180,980	100,980	101,772
Mississippi	13,570	17,307	184,102	218,044	55.0	77.3	224	311	35,616	38,892	76,320	92,033	64,783	81,134
Missouri	14,773	16,180	140,846	177,270	34.0	42.8	78	88	14,678	14,590	21,737	23,272	18,271	18,407
Montana	40,247	50,350	790,128	921,888	52.4	63.6	180	290	63,410	47,445	112,097	121,116	90,182	101,750
Nebraska	6,739	7,028	112,392	188,941	46.1	77.5	213	286	7,164	7,103	13,106	17,506	11,813	18,492
Nevada	10,212	18,000	274,575	368,637	48.6	82.7	201	293	30,825	17,990	38,052	46,944	28,843	32,680
New Hampshire	1,402	1,604	28,080	43,794	50.0	84.9	320	423	1,490	1,607	8,176	4,138	5,217	4,787
New Jersey	6,348	7,180	111,799	143,042	60.7	82.0	220	291	4,018	6,830	13,460	16,023	11,377	14,716
New Mexico	64,146	67,739	1,016,928	1,215,723	55.2	68.0	242	294	63,410	58,740	110,733	136,312	118,927	140,132
New York	4,246	4,781	93,944	67,833	45.0	72.1	128	208	4,513	4,613	8,826	8,294	8,861	8,085
New York City ¹	178,614	204,009	3,730,002	4,678,064	52.9	64.5	262	355	172,771	181,404	448,141	503,083	464,797	550,025
North Carolina	87,528	115,127	2,345,801	2,685,435	52.8	69.4	314	405	92,293	100,544	271,028	301,029	298,534	350,715
North Dakota	27,062	28,438	383,111	468,812	55.6	70.8	169	185	29,292	27,908	52,181	66,196	34,164	44,682
Ohio	7,981	9,016	108,087	156,015	48.1	64.8	124	214	8,301	8,448	11,060	14,037	8,801	12,106
Oklahoma	85,001	93,078	1,442,132	1,965,394	50.3	65.5	215	262	88,196	62,421	220,141	241,095	172,264	218,410
Oregon	20,434	25,050	341,774	420,281	43.0	64.1	138	171	26,306	25,245	48,778	58,106	34,528	41,225
Pennsylvania	12,748	15,345	224,447	335,318	49.2	72.5	237	333	15,407	14,482	28,776	34,900	24,064	33,771
Rhode Island	116,885	120,426	1,879,899	2,497,847	60.3	68.7	188	248	118,167	117,267	275,068	315,135	227,209	277,390
South Carolina	8,428	9,037	147,288	217,562	49.4	69.4	245	319	8,127	7,686	22,477	26,512	21,242	27,206
South Dakota	16,828	10,041	194,215	240,577	62.0	82.4	163	184	19,007	14,028	27,823	32,685	16,901	22,189
Tennessee	8,566	9,573	106,106	146,078	41.8	57.2	123	211	8,807	8,074	13,171	15,521	9,368	11,045
Texas	22,777	27,443	330,079	482,741	51.2	75.4	120	171	24,428	26,080	47,896	61,478	38,664	49,807
Utah	67,614	71,324	665,681	1,288,086	47.2	63.0	161	212	72,492	68,397	128,357	139,233	101,730	128,917
Vermont	5,103	5,822	91,908	131,241	46.6	60.8	179	265	5,189	4,906	12,890	16,430	10,335	14,434
Virginia	4,334	4,945	78,096	98,609	51.7	64.9	212	292	4,533	4,400	9,440	10,011	7,006	8,698
Washington	20,451	24,794	368,102	470,013	49.3	78.3	140	178	27,260	23,806	51,975	67,940	40,085	48,470
West Virginia	22,867	24,070	303,171	534,790	48.2	68.9	299	321	25,189	23,313	56,520	42,262	48,536	58,536
Wisconsin	17,129	18,268	244,071	330,200	50.4	78.7	127	182	17,464	16,978	31,930	35,880	24,470	31,114
Wyoming	44,593	44,042	628,082	868,580	60.6	70.2	214	290	46,477	40,979	80,228	95,423	67,530	83,461
Wyoming	3,180	3,460	54,070	82,020	61.1	79.3	248	364	4,487	3,224	6,155	7,274	5,777	7,243

¹ 1935 incomplete. Field canvass is continuing and additional schedules will be included in final report.

² The material in this article was assembled by H. Loston of the Division of Economic Research from the data presented in Retail Distribution: Preliminary United States Summary, issued by the U. S. Department of Commerce, Bureau of the Census.

showing increases of 47 and 39 percent, respectively. Most of the States in these areas showed a more than average decline from 1929 to 1933, but the subsequent recovery in sales was also sharper, so that in all but two cases (Colorado, for which data are not yet complete, and Arizona) sales in 1935 in comparison with those of 1929, were at or above the average.

West North Central States, with the exception of Minnesota and Missouri, experienced a more than average decline from 1929 to 1933 and only about an average increase from 1933 to 1935. A like situation prevailed in Arkansas, Mississippi, Oklahoma, and Texas.

States east of the Mississippi show wider variations from State to State than are evidenced in the West. A true appraisal of sales in this large group of States cannot be made until final reports are available for New York and Illinois.¹ One pertinent observation is that the District of Columbia has most nearly approached the 1929 level of sales. Sales in 1935 were within 3 percent of the 1929 value figure and undoubtedly were in excess of the 1929 volume.

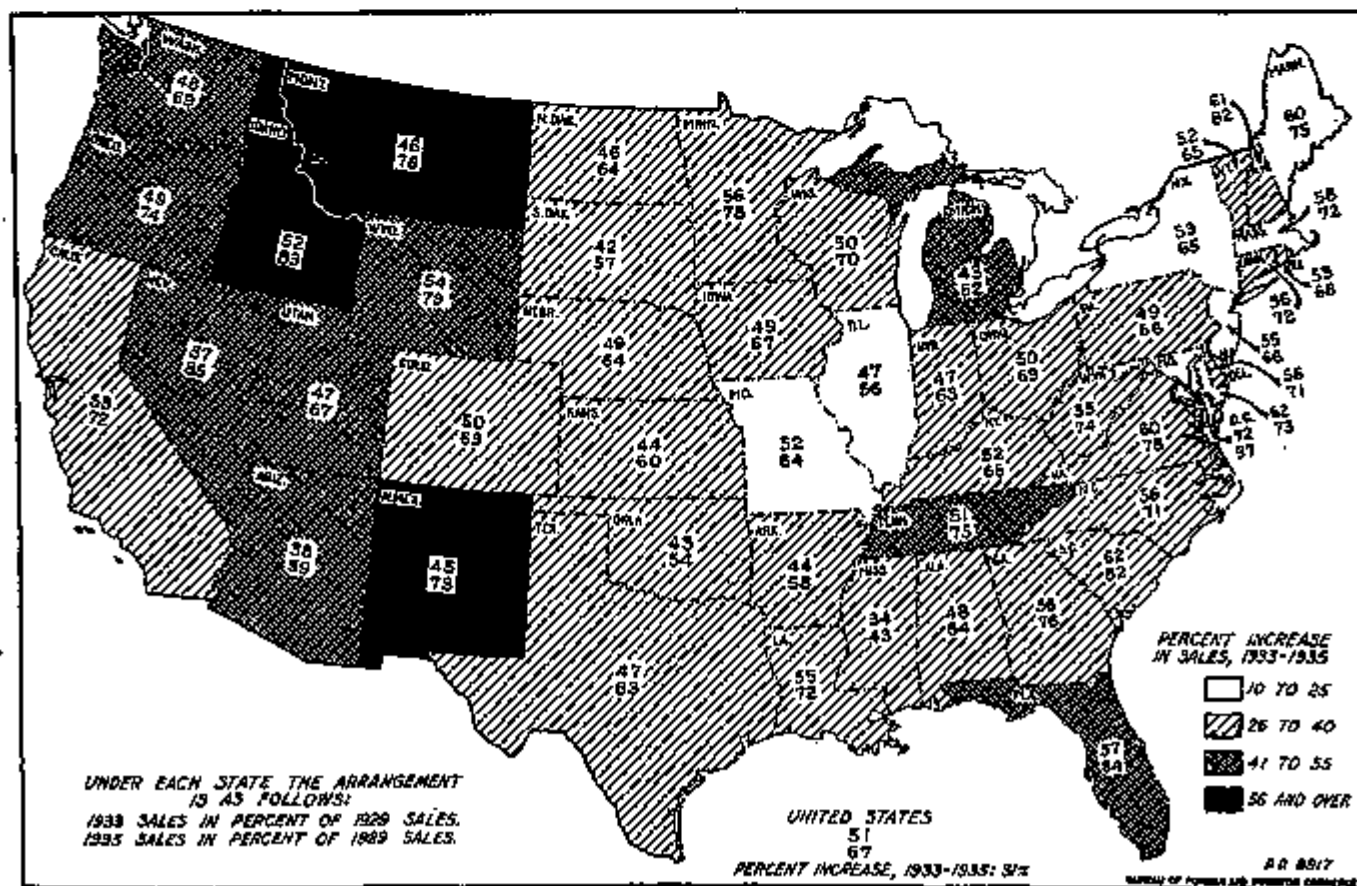
¹ With the completion of the final report on retail trade, which is expected in the coming month, the totals for 1935 will be raised somewhat, with the more important changes in the States of Connecticut, Illinois, Maryland, Missouri, and New York. However, such increases will not materially affect the trends that may be observed on the basis of present available figures. Notice must be taken of the fact that a small number of concerns which reported in 1933 will not be included in the final data for 1935 because of their refusal to report. The Bureau of the Census was unable to get these reports because of the absence of legislation making such reports mandatory other than in regular census years.

On a per-capita basis, sales increased from \$199 in 1933 to \$257 in 1935, with all States reporting higher per-capita sales. The South, in general, showed the lowest per-capita sales, the South Atlantic and South-Central States (except for Maryland, Delaware, the District of Columbia, and Florida) being below the United States average in both years. The District of Columbia leads the country, with per-capita sales of \$445 in 1933 and \$551 in 1935. The smallest per-capita sales in both years were those reported for the State of Mississippi.

Sales by Kind of Business.

In considering the data presented in table 2 it is important to keep in mind the method of classification employed in compiling these data. Sales by kind of business represent the total sales of stores whose chief line of activity is indicated by the title of the classification. Numerous shifts of classification of individual establishments by reason of changes in the predominant elements in their sales, have affected the comparability of certain of the minor classifications, but by grouping those between which shifts may be expected to occur because of classification, significant results are obtainable.

Of the major classifications, food stores have the best comparative record from the standpoint of dollar volume of sales. In 1933 dollar sales were 63 percent of the 1929 figure, while 1935 sales represented 77



Percentage Increase in Retail Sales by States, 1933-35, With Relatives Showing the Changes in Comparison With 1929.

percent of the 1929 total. Eating places, with comparable figures of 62 percent and 78 percent, and drug stores with 63 percent and 73 percent, may also be included with the more important groups which have fared relatively well. The seemingly fine record of fuel and ice dealers must be counterbalanced by the very poor record in building materials. These groups, which include many dual-line stores, must be considered as a unit for purposes of comparison, because the precipitous decline in building materials, in many cases, would shift a store into the other classification and might yield an increase even though there was actually a decline in total sales.

The continued decline in the number of cigar stores and stands, and their smaller total and per-capita sales, are not measures of the movement of sales of tobacco and tobacco products. Rather, they represent a shift in consumer purchasing habit, which has reduced the proportion of tobacco sold in specialty shops, and increased the proportionate share of department, drug, and grocery stores.

Per-capita sales showed their largest increase in the automotive line, with motor-vehicle dealers increasing their per-capita sales from \$17 to \$30 in the 2-year period. Food-store sales, always the largest item in this classification, increased materially from \$54 to \$65.

Table 2.—Summary of Retail Trade, by Kind of Business, 1933-35

Note.—Comparisons are subject to qualification by reason of a number of unavoidable shifts between classifications. Principal causes are: (1) More complete information in 1935 than in 1933, permitting more accurate classification of individual stores; (2) the policy of classifying dual-line stores according to the principal commodities sold; and (3) changes in the character of the business resulting from changes in consumer demand. There has been a marked increase since 1933 in the sales of apparel, furniture, hardware, building materials, farmers' supplies and motor vehicles. Retailers selling any of these commodities in substantially equal proportion to other major commodities are quite likely to have changed the relative proportions of the sales of such commodities since 1933, and consequently the classification of their stores, even resulting in some cases in shifts from one major group to another.

Kind of business	Number of stores		Net sales				Per-capita sales (dollars)		Active proprietors and firm members		Employees (full and part time), average for the year		Total pay roll (thousands of dollars)	
			Amount (thousands of dollars)		1929=100									
	1933	1935	1933	1935	1933	1935	1933	1935	1933	1935	1933	1935	1933	1935
United States, total	1,550,110	1,649,081	25,037,225	32,790,267	61.0	60.8	109.57	257.14	1,374,341	1,510,094	4,428,052	3,898,287	2,010,445	1,508,308
Food stores	470,140	530,192	6,776,290	8,218,326	62.5	76.8	62.58	65.28	488,000	638,379	581,382	738,989	642,280	857,650
Grocery stores (without meats)	163,538	185,822	1,803,242	2,203,841	62.3	68.9	14.34	17.27	181,216	170,350	144,879	155,393	113,680	126,226
Combination stores (groceries and fresh meats)	140,372	165,862	3,201,042	4,123,003	82.0	106.6	25.45	32.34	143,881	147,903	386,417	387,308	258,174	302,072
Meat markets (including sea food)	38,244	30,474	491,808	606,415	33.5	45.0	3.91	4.78	47,134	30,334	47,452	51,376	44,153	48,704
Other food stores	127,895	137,124	1,283,130	1,382,365	68.0	69.1	10.18	10.84	147,657	131,395	176,543	175,288	161,773	181,556
Beer and liquor stores (packaged)	3,787	12,083	18,730	320,071	—	—	.18	2.55	4,202	8,007	1,033	18,325	1,361	17,534
General stores (with food)	85,830	60,589	1,067,437	1,069,070	42.7	42.5	8.73	5.02	102,014	60,721	85,527	31,331	58,304	50,081
General merchandise group	40,712	44,788	3,801,272	4,423,067	60.4	68.0	80.94	94.09	43,001	32,143	690,581	690,100	635,201	670,082
Dry goods and general merchandise stores	34,122	28,383	3,081,145	3,521,053	40.2	43.8	5.32	4.06	35,229	25,519	54,787	54,580	45,053	47,084
Department stores	3,544	4,294	2,414,800	3,104,071	45.6	71.4	20.54	24.55	783	783	430,435	480,790	387,533	436,080
Variety, 5 and 10, 15-cent stores	12,045	11,031	878,107	797,383	76.0	89.2	6.90	6.25	7,553	5,841	165,590	174,180	81,685	62,028
Apparel group	85,548	95,147	1,823,338	2,045,290	45.4	51.8	15.70	20.38	77,799	73,233	302,412	320,287	244,472	331,950
Men's stores	19,491	20,785	488,104	604,037	41.0	64.0	3.80	6.11	26,055	17,188	57,517	67,498	57,558	73,739
Family clothing stores	6,758	7,871	165,371	380,043	23.0	63.0	1.47	2.82	5,005	6,050	57,080	45,780	26,314	47,154
Women's ready-to-wear stores	17,750	21,580	388,202	760,815	52.3	70.8	4.60	6.04	14,501	17,082	88,201	104,480	71,018	138,084
Shoe stores	18,359	18,000	424,332	491,722	62.6	60.9	3.38	3.86	24,400	21,042	65,787	64,957	45,455	54,700
Other apparel stores	24,087	26,046	268,874	330,580	45.6	64.3	2.03	2.84	29,334	21,303	82,547	85,523	43,872	65,028
Automotive group	134,999	110,558	2,887,226	4,090,564	39.9	50.1	22.95	25.28	158,845	113,149	320,680	370,774	312,003	455,306
Motor-vehicle dealers (new and used cars)	30,045	25,017	2,127,720	3,871,899	32.2	60.4	30.92	30.55	31,828	30,222	263,862	285,430	204,818	325,127
Garages	80,454	66,189	819,827	308,949	58.2	40.0	4.13	3.89	107,175	71,871	52,283	52,985	76,210	54,778
Other automotive	17,890	15,848	230,878	384,381	57.0	60.7	1.91	3.08	17,587	11,893	28,976	47,438	21,674	50,403
Filling stations	170,464	196,049	1,531,724	1,061,780	84.7	106.8	12.18	10.38	158,451	179,811	171,812	301,611	151,938	174,400
Furniture, household, radio	42,976	45,001	658,780	1,360,361	34.8	40.8	7.03	9.88	28,823	25,828	168,540	169,127	164,833	205,080
Household appliances and radio stores	8,760	14,826	185,681	371,603	61.5	97.9	1.58	2.01	4,189	7,607	47,773	63,486	43,787	73,063
Radio dealers	8,172	4,309	117,000	37,408	23.8	10.3	.93	.46	3,593	4,219	18,532	5,102	15,054	7,484
Furniture stores and door-coverings, drapery stores	19,873	19,803	503,965	747,768	38.4	45.9	4.73	5.70	21,089	17,174	52,213	55,082	62,613	100,314
Other home furnishings stores	6,481	7,083	52,254	93,087	—	—	.43	.73	5,713	6,028	8,223	14,444	8,288	10,130
Lumber, building, hardware	70,008	72,784	1,342,706	1,847,433	34.9	48.0	10.68	14.40	72,064	60,060	188,186	192,101	187,858	230,720
Lumber and building material dealers	21,015	21,138	606,410	861,166	50.5	43.5	4.60	6.76	13,289	10,768	34,283	40,280	47,222	100,083
Hardware stores	22,544	25,951	311,323	566,533	39.9	41.5	3.48	8.00	28,678	35,798	45,701	54,913	48,641	85,641
Hardware and farm implement dealers	9,066	9,889	177,105	286,828	—	—	1.41	2.25	11,489	9,808	17,284	21,778	16,837	21,071
Other building and hardware	22,281	15,714	260,803	232,013	39.2	30.4	1.66	1.83	22,001	18,021	52,021	34,407	48,556	40,731
Eating places	170,444	183,322	1,324,387	1,861,458	62.5	78.2	10.13	13.06	186,470	180,410	678,391	491,573	248,154	308,080
Drinking places	28,401	37,862	106,553	723,890	—	—	.84	6.08	35,789	100,700	21,039	151,009	13,707	106,330
Drug stores	65,407	68,519	1,000,258	1,236,481	68.1	72.0	8.18	9.02	57,739	49,244	147,551	158,379	130,504	141,064
Farmers' supply stores	21,044	20,291	463,344	657,350	41.4	63.4	3.68	4.08	22,431	17,550	37,086	37,558	21,444	35,727
Second-hand stores	20,800	22,317	106,275	172,471	71.1	82.7	.84	.96	23,068	22,527	22,287	23,821	15,378	10,900
Other stores	104,372	118,444	1,040,090	1,097,780	41.5	58.7	12.30	16.08	103,688	106,237	229,296	244,384	227,234	274,114
Cigar stores and stands	20,175	15,348	180,750	152,090	45.3	44.6	1.61	1.43	20,326	15,280	19,061	15,007	14,263	13,886
Fuel and ice dealers	23,875	35,178	623,077	841,115	31.5	60.0	5.85	0.00	31,528	51,634	91,022	91,643	58,643	103,794
Jewelry stores	14,313	12,390	174,000	233,001	32.5	43.4	1.30	1.83	14,870	11,077	25,527	25,573	22,632	25,284
Florists	7,729	11,282	95,405	158,082	31.7	42.6	.85	.77	5,942	11,061	12,855	17,395	11,582	16,585
All other kinds	24,281	44,290	402,235	642,973	—	—	2.81	5.04	34,328	37,872	91,979	98,309	60,780	165,258

More Retail Establishments Than in 1929.

The census of 1933 revealed remarkably little change in the number of retail establishments during the period of severe contraction in sales and prices subsequent to 1929. Reports now available for 1935 reveal an increase of 8 percent, or almost 123,000, in the number of establishments in comparison with the figures reported for 1933. The increase would be even larger if some 29,500 established, previously classed as bakeries, garages, heating and plumbing shops, and electrical shops had not been transferred from retail trade to other census classifications.

This gain was mainly a result of increases in the following classes: Food stores, beer and liquor stores, filling stations, drinking places, and fuel and ice dealers. Against this can be set the decline in the number of stores engaged in the sale of general merchandise, garages, and eating places. This cannot all be interpreted to mean an actual change in the establishments themselves, but rather in part to a change in classification due to the policy of classifying each concern according to its principal line of business. This policy would account for a large part of the shifts, for example, from garages to filling stations and from eating places to drinking places. However, there can be no doubt but that beer and other liquor establishments, packaged and otherwise, first legalized in December 1933, contributed a major portion of the increase. In 1933, there were 204,102 stores classed as beer and liquor stores, eating and drinking places, as against 263,147 in 1935, a gain approximately half the total gain reported in the number of retail establishments.

Geographically, but three States, other than those for which returns are yet incomplete, had a fewer number of retail establishments in 1935 than in 1933. These States are Nebraska, Oklahoma, and Wisconsin.

Number of Active Proprietors Decreased.

Despite the 8-percent increase in the number of retail establishments from 1933 to 1935, the number of active proprietors declined. According to the census definition, active proprietors include "proprietor-owners devoting the major portion of their time to the business. They are not included in the count of employees, nor is their compensation included in the pay-roll totals. Corporate officers and executives of corporations are not proprietors." This group numbered 1,510,094 in 1935 as compared with 1,574,341 in 1933. It is true that last year's figure will be somewhat increased when final reports are available, but the States from which little, if any, additional data are expected show a definite decrease in the number of proprietors.

Employment up 14 Percent, Pay Rolls 23 Percent.

The increase in sales from 1933 to 1935 was accompanied by a substantial gain in both employment and

pay rolls in retail establishments. The average number of employees, both full-time and part-time, increased 14 percent from 3,433,652 in 1933 to 3,899,927 in 1935, while pay rolls increased 23 percent from \$2,910,445,000 in 1933 to \$3,568,398,000 in 1935.

Although available reports do not separate part-time and full-time employment, the separation of pay rolls into these two groups shows that the 23-percent increase in total pay roll consisted of a 25-percent gain in full-time pay roll and a 5 percent decline in the amount received for part-time service. This indicates that the failure of total employment to increase more nearly in proportion to sales was a result of the more steady employment afforded persons who were previously working short hours. Final tabulations, when published, will indicate the true extent of this development.

In any case, whether as a result of fuller employment, of higher wages, or of a combination of the two, the average pay of employees in retail establishments, both full-time and part-time, increased 8 percent—from \$848 in 1933 to \$915 in 1935.

Incomplete as the preliminary reports are, the Census of Business retail trade data indicate an appreciable recovery in sales, number of employees, and pay rolls in all sections of the country. Preliminary data are now available for each State and also for each city of more than 500,000 population. These provide data relative to the number of stores, amount of sales, number of proprietors and employees, and amount of pay roll for each kind of business.

The Bureau of the Census states: "Final reports will follow as rapidly as they are completed. Area tables will show stores, sales, personnel, and pay roll for each city and town of more than 2,500 population and for remainder of each county, and stores and sales by kinds of business (54 classifications in cities of more than 50,000 and 12 classifications in smaller places and for each county). Other tables will present data in considerable detail on operating expenses, rental rates, employment by months, pay rolls, types of operation (independents, chains, mail order, house-to-house, etc.), credit businesses, distribution of sales by size of business and by city-size groups, and the nature and proportion of the various commodities sold by each kind of store.

"Special-subject reports will include tables and pertinent census facts on food retailing, liquor retailing, apparel retailing, the retailing of automobiles, gasoline and oil, furniture and household appliance retailing, drug retailing, and others."

Classification of individual stores should be better than in 1933 because of more complete information on the schedules. For the same reason it is expected that the 1935 Census of Business report on Retail Distribution will be more comprehensive and should give a more accurate picture of the field than did the preceding report.